

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37419  
**Alt Order #:** 08872753  
**Product Desc:** ISSUE  
**Estimate:** 1052  
**Flight Dates:** 09/28/12 - 10/02/12  
**Original Date / Rev:** 09/26/12 / 10/01/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Cross Roads Media  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 08/14/11  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	19	\$25,275.00	\$21,483.75
10/01/12	10/02/12	31	\$62,200.00	\$52,870.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$25,275.00	\$21,483.75	0.00
October 2012	31	\$62,200.00	\$52,870.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$87,475.00</b>	<b>\$74,353.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$87,475.00
Market	100%	\$291,583.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$72,895.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$14,579.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/29/12	09/29/12	Politics Now S Sebelius CM		Various	-----S-	:30	2	\$2,500.00	LV1	0.00	NM	2	\$5,000.00
THE INSIDER WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-			2			\$2,500.00		0.00			
E 6	8	09/29/12	09/29/12		CM	1135p-1235a	-----S-	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00

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Product Desc:	ISSUE	KLAS
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	8	10/02/12	10/02/12	8 News Now 5-630p M-F	CM	5-630p -T-----	:30	2	\$1,700.00	LV1	0.00	NM	2	\$3,400.00
8 News Now 5-630p M-F														
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				2	\$1,700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p		-T-----	:30	<del>(\$1,700.00)</del>	0.00	NM		
See MG 19.3, 19.4														
2	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p		-T-----	:30	<del>(\$1,700.00)</del>	0.00	NM		
See MG 19.3, 19.4														
3	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p		-T-----	:30	\$1,700.00	0.00	NM		
Ⓜ MG for 19.1, 19.2														
4	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p		-T-----	:30	\$1,700.00	0.00	NM		
Ⓜ MG for 19.1, 19.2														
E 21	8	10/01/12	10/01/12	8 News Now 4p M-F	CM	4-5p M-----	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
8 News Now 4p M-F														
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				2	\$1,600.00		0.00			
E 22	8	10/02/12	10/02/12	8 News Now 4p M-F	CM	4-5p -T-----	:30	2	\$1,600.00	LV1	0.00	NM	2	\$3,200.00
8 News Now 4p M-F														
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				2	\$1,600.00		0.00			
E 25	8	10/01/12	10/01/12	8 News Now 6a M-F	CM	6-7a M-----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 News Now 6a M-F														
8 NEWS NOW AT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				2	\$1,200.00		0.00			
E 26	8	10/02/12	10/02/12	8 News Now 6a M-F	CM	6-7a -T-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
8 News Now 6a M-F														
8 NEWS NOW AT 6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$1,200.00		0.00			
E 27	8	09/30/12	09/30/12	Eye on Wash/Wall St Jo	CM	5-6a -----S	:30	1	\$300.00	LV1	0.00	NM	1	\$300.00
Eye On Wash/Wall St Jrnl (5:00 AM-5:30 AM)														
EYE ON WASHINGTON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$300.00		0.00			
E 34	8	09/30/12	09/30/12	Sun 530-6p Ins Ed Wknd	CM	530-6p -----S	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
Inside Edition Wknd														
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$1,000.00		0.00			
E 36	8	10/01/12	10/01/12	CBS This Morning 7-9a	CM	7-9a M-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				2	\$1,000.00		0.00			
E 37	8	10/02/12	10/02/12	CBS This Morning 7-9a	CM	7-9a -T-----	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				2	\$1,000.00		0.00			
E 51	8	10/02/12	10/02/12	Tue 9-10p	CM	9-10p -T-----	:30	1	\$30,000.00	LV1	0.00	NM	1	\$30,000.00
NCIS: LA														
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$30,000.00		0.00			
N 54	8	09/29/12	09/29/12	ACC Football	CM	930a-12n -----S-	:30	3	\$5,000.00	LV1	0.00	NM	3	\$15,000.00

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 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ACC Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S-			3		\$5,000.00	0.00					
N55	8	09/29/12	09/29/12	Sat 4-5p Whacked Sports	CM	4-5p	-----S-	:30	1	\$400.00	LV1	0.00	NM	0	\$0.00
				Whacked Out Sports 2X's											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S-			1		\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		Sat 4-5p Whacked Sports		4-5p	-----Sa--	:30		<del>(\$400.00)</del>		0.00	NM		
Credited [moved to 36851]															
N56	8	09/29/12	09/29/12	Sat 135-235a Cold Squad	CM	135-235am	-----S-	:30	2	\$150.00	LV1	0.00	NM	2	\$300.00
				Cold Squad											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S-			2		\$150.00	0.00					
N57	8	10/01/12	10/02/12	8 News Now 5a M-F	CM	5-6a	MT-----	:30	4	\$1,000.00	LV1	0.00	NM	4	\$4,000.00
				8 News Now 5a M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	MT-----			4		\$1,000.00	0.00					
N58	8	10/01/12	10/02/12	8 News Now 4-5a	CM	4-5a	MT-----	:30	4	\$200.00	LV1	0.00	NM	4	\$800.00
				8 News Now 4-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	MT-----			4		\$200.00	0.00					
N59	8	10/01/12	10/02/12	8 News Now Noon M-F	CM	12-1230p	MT-----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
				8 News Now Noon M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	MT-----			2		\$1,200.00	0.00					
N60	8	09/30/12	09/30/12	Sun 3-4p Storm Stories	CM	3-4p	-----S	:30	1	\$1,120.00	LV1	0.00	NM	1	\$1,120.00
				Electric Playground											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S			1		\$1,120.00	0.00					
N61	8	09/30/12	09/30/12	Sun 4-5P Elec Playgrou	CM	430-5p	-----S	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00
				Insider Weekend											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S			1		\$650.00	0.00					
N62	8	09/28/12	09/28/12	8 News Now 4-5a	CM	4-5a	----F--	:30	2	\$200.00	LV1	0.00	NM	2	\$400.00
				8 News Now 4-5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--			2		\$200.00	0.00					
N63	8	09/28/12	09/28/12	137-237a M-F Elec Plyg	CM	137-207a	----F--	:30	1	\$55.00	LV1	0.00	NM	1	\$55.00
				Electric Playground											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--			1		\$55.00	0.00					
													Totals	50	\$87,475.00